2010 | Brand & Advertising Guidelines

CITY OF RIVERSIDE
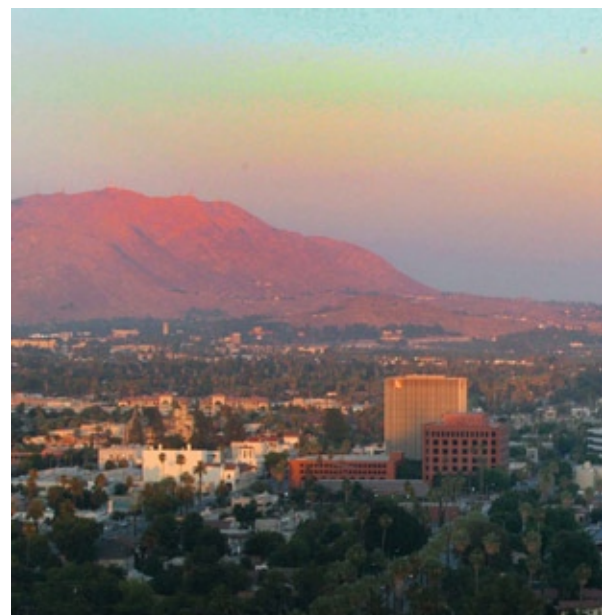
City of Arts & Innovation

01

Riverside: City of Arts & Innovation.

The historic Fox Performing Arts Center has re-opened with dazzling, world-class talent, while the restored and revitalized Main Street is the centerpiece of a dynamic new downtown.

And the dramatic action continues everywhere you look: arts, athletics, education, energy and innovation. It's the fruition of over 100 years of culture, romance, architecture and natural beauty waiting to be explored.

All in the kind of real, charming places — comfortable yet energized — that people love to be part of. All that's missing is for you to get into the act.

I.LOGO

I. PRIMARY LOGO

The primary color eps/vector logo and final color
for all City of Riverside communications.

PANTONE: Blue 295 U; Yellow 114 U; Brown 1685 U
CMYK: Blue 100/57/0/40; Yellow 0/9/93/0; Brown 0/68/100/40

II. SECONDARY DEPT. LOGOS

Secondary department logos are used to qualify
individual city departments within the municpal
brand.

III. PRINT RESTRICTED LOGOS

These logos are to be used in circumstances where
there is limited color. Most common usage would
be in web press newspaper runs or B&W executions.

IV. PREMIUM LOGO/METALLIC

The metallic logo is a premium treatment
used in special cirumstances to elevate final
sign-off. Most common usage would be in
higher-end printed materials, like brochure
and magazines.

V. TAGLINE

All logo variations need to be accompanied by the city
tagline, " City of Arts & Innovation." The tagline is to
be placed under the logo center justified, no smaller
than 8 pt. Tagline typeface is Perpetua Italic.

VI. LOGO URL & SIZING

In some cases the logo is used with the url. This logo
application is used in special circumstances where the
url works with the actual logo and tagline. URL should
be placed under the logo, no smaller than 8 pt.
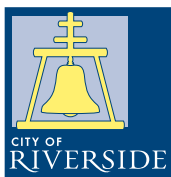The typeface is Perpetua Italic.

ALWAYS include a .5" space around the logo
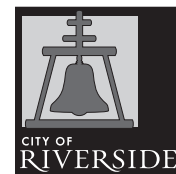NEVER decrease the logo width below .9375"

PRIMARY LOGO

SECONDARY DEPT. LOGOS

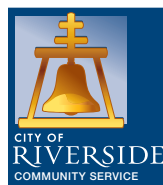PRIMARY LOGO/ NO GRADIENT

PRIMARY LOGO B&W

PRIMARY LOGO B&W/NO GRADIENT

PREMIUM LOGO/METALLIC

City of Arts & Innovation
PRIMARY LOGO / TAGLINE

City of Arts & Innovation
SECONDARY DEPT. LOGO / TAGLINE

City of Arts & Innovation
PREMIUM LOGO / TAGLINE

City of Arts & Innovation
ExploreRiverside.com
PRIMARY LOGO / TAG & URL

City of Arts & Innovation
ExploreRiverside.com
SECONDARY DEPT. LOGO / TAG & URL

.5"

.5"

City of Arts & Innovation
PRIMARY LOGO / SIZING

II. DESIGN ELEMENTS

LOGO PALETTE

WHITE

BLUE
PMS 295 U; CMYK 100/57/0/40

BROWN
PMS 1685 U; CMYK 0/68/100/40

YELLOW
PMS 114 U; CMYK 0/9/93/0

PRIMARY PALETTE

BRICK
PMS 181 U; CMYK 13/74/78/35

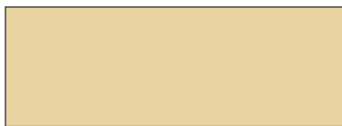NAVY BLUE
PMS 7470 U; CMYK 93/21/32/28

CAFE
PMS 168 U; CMYK 18/53/89/30

HUNTER
PMS 378 U; CMYK 36/11/91/38

SECONDARY PALETTE

CREAM
PMS 7500 U; CMYK 3/4/27/2

ORANGE
PMS 124 U; CMYK 2/30/98/10

SIENNA
PMS 1245 U; CMYK 6/26/97/18

GRASS
PMS 617 U; CMYK 18/11/56/3

SKY
PMS 7474 U; CMYK 86/10/33/10

WATER
PMS 544 U; CMYK 45/7/6/0

Aa Aa

Headline: AT Handle Old Style   Body Copy: Mrs. Eaves Roman

Aa AA

Tagline: Perpetua Italic   Accent: Rosewood

Aa

Accent: Century Gothic

EXPERIENCE THE TREASURES
IPSUM DOLRUM AD VRITAS

Riverside ipsum sum dolorum ad valorum intum ipsum ad valo rum. Ipum dolroum ipsumf dolorum. Infitd olorum infitum veritas infitum valorum ad veritas dolorum infitum veritasdo.

Body copy text size not to go below 11 pt

III.ID SYSTEM

City of Arts & Innovation

Ipsum dolorum veritas a lnon sequit infitum ad valorum

I. STATIONERY: Ipsum dolorum veritas a lnon sequit

Dolorum veritas
Dolorum

Ipsum dolroum ad veritas
Ad valorum infitum dolroum
Vertias dolorum oooo
11029 dolorum infitum

Dolorum ifpurm vertasg

City of Arts & Innovation

II. BIZ CARDS: Ipsum dolorum veritas a lnon sequit

City of Arts & Innovation

III. ENVELOPES: Valorum infitum veritas dolorum ifitum

IV. ADVERTISING

EXPERIENCE
THE TREASURES.
RIVERSIDE, CA

The St. Francis Assisi Chapel at The Mission Inn Hotel & Spa will dazzle you with history and drama. It's just one of the many riches of Riverside. Inspiration is right here. Visit ExploreRiverside.com

City of Arts & Innovation

EXPERIENCE
THE TREASURES.
RIVERSIDE, CA

Exhilarating Mt. Rubidoux combines amazing views with majestic architecture, including the Peace Tower and Friendship Bridge. It's just one of the many riches of Riverside. Inspiration is right here. Visit ExploreRiverside.com

City of Arts & Innovation

DISCOVER
THE POSSIBILITIES.
RIVERSIDE, CA

The groove on Main Street goes from live music, to great food, to art and museums and more. It's just one of the many riches of Riverside. Inspiration is right here. Visit ExploreRiverside.com

City of Arts & Innovation


DISCOVER
THE POSSIBILITIES.
RIVERSIDE, CA

The historic and beautifully restored Fox Performing Arts Center brings world-class talent to a dynamic new downtown. It's just one of the many riches of Riverside. Inspiration is right here. Visit ExploreRiverside.com

City of Arts & Innovation

V. COMMUNICATION CONSISTENCY

I. DIRECT/ CITY COMMUNICATION

All Direct City Communications from the City of Riverside should adhere strictly to the design and advertising guidelines set up in this style guide. Graphic continuity will ensure that the look and feel, as well as the message, is consistent and elevated. Everything from the advertising, on-site flags and interactive outreach should feel like it is from the same family. All communications need to be signed-off with the City or Riverside logo and tagline "City of Arts & Innovation."
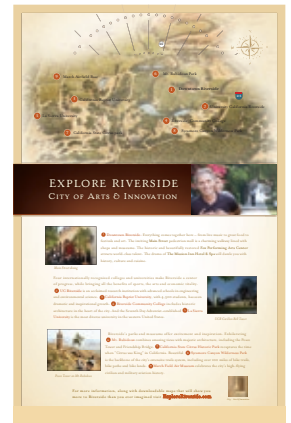
A. TOPPER

II. DIRECT CITY-FUNDED EVENTS

All Directly City Sponsored Event communication should adhere closely to the design and advertising guidelines set up in this style guide. These materials should feel as if they are in the Direct City Communications family. Typefaces and color palettes and textures can help to achieve this. All communications need to be signed-off with the City or Riverside logo and tagline "City of Arts & Innovation." Festival of Lights and Convention events fall into this category.
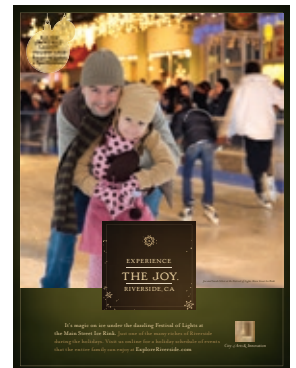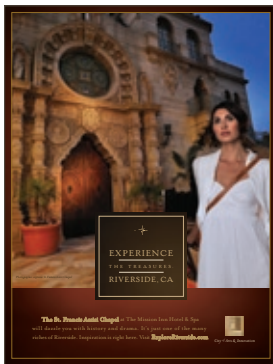

A. FESTIVAL OF LIGHTS

III. CITY SUPPORTED AGENCIES/ GENERAL SPONSORSHIPS

City supported agencies will follow their own style guidelines for messaging, look, and feel.
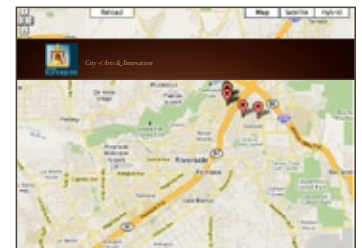

A. RCVB

B. ADVERTISING

C. ON-SITE SIGNAGE

D. ONLINE BANNER ADS

D. WEBSITE/ECARDS

Winter/
Spring 2011
Program

B. FOX PERFORMING ARTS CENTER